

The Wanamaker Store.

For Day-Busy People

Plans for Evening Holiday Business

FROM this date, Friday, the 16th of December, until Friday, the 23d, inclusive, our store will be open until ten o'clock in the evening of each business day.

On the evening of Saturday, the 24th of December, Christmas Eve, our store will be closed at seven o'clock.

New York is comprehending with increasing clearness the attractions of this store. The merchandise is the great factor, the Christmas decorations are incidental. Nevertheless, the increasing procession around the Rotunda gallery is a gratification. The realistic scene is founded principally upon the Christmas myth, and appeals to the imagination of childhood. And it is right, for the great Christmas business of the world is controlled and led by children.

Women's Suits;—100 Glorious Bargains

Only a hundred, and they'll be gone by noon. If you wish to get a slice of this good luck, get here quickly.

They come from a firm that makes the very best man-tailored suits that are wholesaled in New York. Every one of these is a thorough gem—good all through.

One in this lot would ordinarily retail at \$90. Twenty of them would ordinarily bring prices between \$50 and \$75. Forty or fifty would bring a figure between \$35 and \$50. The lowest value in the lot is a square \$25, and there are only a dozen or so of that class. You can see from this list how important it is that you choose early, altho' you can see also that you can't do badly, at the worst.

The Price To-day Is Twenty Dollars

for any suit in the lot.

Another Chance In Fine Furs

As to the quality of these fur garments, we need say little more than that they come to us from Revillon Freres. It would be enough to say that they were here, but now you get the Revillon promise with our indorsement.

First, here are a number of Persian Lamb Coats, of the real Leprie dye, sizes 36 and 38 only. New goods and late style, regular value \$150 and \$175. Choose at \$95.

A small number of Alaska Seal Coats, London dyed, at \$150, \$200 and \$275. Far under their fair value.

Fine Seal Collarettes and Capes, lengths 10 to 26 in. Too many of them to describe, but right prices would be \$75 to \$225. We'll sell them at \$50 to \$125.

An extensive variety in small furs, Collarettes, Muffs, Collars and Boas in various furs, at heavy cuts under regular figures.

Come early.
Second floor, Broadway.

Finger Muffs It remained for a bright New York woman to invent the novelty Finger Muffs that you now find in our Glove Store. They are a sort of over-glove, or mitten. As a foot-hold sandal for the shoe so they are for the hand, and fingers snap their tips at Jack Frost;—but see them. Several sorts for women, \$1.50. Only on sale here.

A Big Little Lining Story They are the cotton linings that look and feel and sound like silk;—yes, and wear better than some silk kinds. They are light in weight, but strong, with a crispness to the touch and a silky lustre to the eye. Seven good colors and a fast black. 36 inches wide and a price of

12c. a Yard
instead of 20c.
Fourth avenue.

Silk Petticoats Plenty of them, and pretty ones, too, and priced right. You wouldn't ask for more, even if you could.

If you wish them for gifts, we'll box them neatly.

At \$4.50—Of changeable taffetas; Spanish Bouce; corded Bouce; lined with peraline.

At \$5.00—Of heavy changeable or black taffetas; umbrella ruffle; corded dust ruffle.

At \$6.75—Of changeable or black silk, with three narrow ruffles on bottom; dust ruffle; velvet facing.

At \$7.75—Of changeable or black silk, with deep umbrella ruffle, with three narrow ruffles; well finished.

At \$12.00—Of changeable silk, with deep umbrella ruffle, with three narrow ruffles and dust ruffle.

Second floor, Fourth avenue.

Velvet House Coats There's a suggestion of a rich sort of comfort in every thread of these. Call them House Coats, if you don't smoke, or Smoking Jackets, if you do,—by any other name they'd be as natty and as easy.

We have a beautiful stock of them. \$9 to \$16.50.

One of these is a new idea, in Tuxedo shape, with a novel style of collar. A handsome coat.

Men's Furnishing Store, Ninth street.

A Very Important Matter of Shoes This is of Women's Shoes in the remark particular, although the remark might justly be applied to substantially everything in the stock.

We have our own method of finding, choosing and buying shoes. It must be a good method, because there isn't the slightest doubt that we sell better shoes for less money than other people. Not only the special lots and touch-and-go bargains, but in the regular lines.

Test this by these women's shoes. At a Dollar-and-a-Half.

The regular retail price is,—not \$2 as you might think,—but \$3 for most of them. A few are kinds that we have known sold at \$2.50. Toe-shapes are right, leather is right, making is exactly right,—it's all right all around. Some have cloth and vesting tops. Others all kidskin.

Gloves and Office Stationery We are selling a great many gloves, presumably for gifts. Surely a gift worth considering. All kinds are shown here, from the little 6-inch ones at 25c., suitable for the child's study-table, to the magnificent great \$40 sorts, for library or teachers' use.

At the first of the year there will be a good many office and desk changes. That suggests office and desk equipment, and that would suggest Wanamaker's to any one who knew the advantages we offer in those lines.

Like these:—
400-page Ledger, leather cover, \$1.25.
400-page Journal, leather cover, \$1.25.
400-page Day Book, leather cover, \$1.25.
400-page Cash Book, leather cover, \$1.25.
600-page Cash Book, leather cover, \$1.50.
Square Glass Inkstands, 10c.
1 quart Jet Black Ink, 25c.
1 quart Best Blue-Black Ink, 50c.
Wanamaker Box Letter-files, 25c.
Wanamaker Falcon Pens, per gross, 50c.

Diamonds and Jewelry This isn't the largest jewelry stock in town, but it's one of the best. There may be collections bigger in extent, but there is none more carefully selected. And when it comes to prices, we omit all qualifications and claim precedence.

Diamonds and jewelry of the highest class are things to be bought with discrimination and care. We have furnished both for you. It's well to buy where you are safe in buying, and the right of return that applies to all our goods is worth considering as an argument for the certainty of satisfaction.

But, if you will see these brooches and rings and watches and note the prices on them, you will need no further argument,—the last one least of all.

Clocks We know not the cause. Perhaps an awakening to the value of time. Perhaps a discovery of the completeness of our clock stock. Perhaps better display. But our sales of clocks grow apace. Santa Claus and Father Time shake hands, and the reaper's scythe is sheathed in holly. A little money has long arms among our clocks.

The complete set (20 volumes) in any binding is sent at once to those joining the Wanamaker Club.

The membership fee is **ONLY \$1**. You are allowed 10 days to examine the books. If you choose to return them, your dollar is refunded. If you keep them, you pay monthly for 15 months \$2 for cloth binding, \$3 for half Morocco, \$4 for rich three-quarter leather, or \$6 for sumptuous full leather, such as delights the connoisseur. We recommend one of the leather bindings as being more appropriate for so large a volume, and more durable.

Specimen pages and full information free. The Book Store, Ninth street.

Highest Grade Bric-a-Brac Few of the greater retail merchants comprehend great retailing. "Department Store" is a proper term for concerns that offer conglomerate masses of merchandise that are collected and distributed with no principles but sales and profits. These conditions add difficulty to the trading that rises to a high level of completeness in all stocks and proper methods of distribution in each.

A glance through our Bric-a-brac Art Room inspired the above. Figures and groups in Italian marble are popular just now—therefore they are abundant here in subjects selected with true art inspiration. Just so—bronzes.

All around them Royal Vienna Ware in superb forms and decorations; Teplitz Ware in figures and vases, with the touches and graces that make it unique; Porcelain pickings;—a second collection, the first is entirely distributed.

Perhaps you say "incongruous" as you step from gas stoves and sewing machines to the finest arts. Not so. A perfect synthesis exists. The same power touches both. Our field in bric-a-brac touches the whole world of Ceramic Art. We bring the best. We sell it cheaply.

That a thing of beauty should only come to you through mysterious exclusiveness, that its claim to your admiration should be founded upon an absurdly inflated cost, are ideas that belong to a dead past. Let's bury them.

We can, we will, we do offer you our exquisite merchandise at one reasonable little profit. See our art collection in Bric-a-brac.

Art Room, Basement.

Fancy Baskets These come from Bavaria, and are selected from lines that will be sent over for regular selling next year. They are fine specimens,—they come from the best makers of fancy baskets in the world. If you wish to decorate them, buy the ribbon and we will do the rest.

Candy Baskets, 5c. to \$1.
Work Baskets, for table or lap, 20c. to \$3.
Work Baskets, on stands, \$1 to \$5.
Waste Paper Baskets, 25c. to \$5.25.
Music Stands, \$2.75 to \$7.50.
Clothes Hampers, \$2.75 to \$3.75.
Infant Hampers, \$4.50 to \$8.
Baskets for carrying wood, 85c. to \$3.50.

To Drive Moonshine Out of Our Heads "The purpose of good reading is to bring sunshine into our hearts and to drive moonshine out of our heads."

This is a remark which John Morley, the famous English statesman, made the other day, in opening a new public library. No one ever put the case more aptly.

But it will be noted that he was careful to say, "good reading;" not all reading.

An enormous number of books only put moonshine into our heads,—if, indeed, they leave anything at all. The supreme quality of the

INTERNATIONAL LIBRARY is that it is all good reading. There is no moonshine in it anywhere—nothing vicious, nothing degrading, nothing debased.

All the best of history and romance, of travel and adventure, of science and literature, of criticism and philosophy, is to be found within its pages. There are nearly 10,000 pages in all, more good reading than you would find in a thousand volumes carelessly chosen.

The complete set (20 volumes) in any binding is sent at once to those joining the Wanamaker Club.

The membership fee is **ONLY \$1**. You are allowed 10 days to examine the books. If you choose to return them, your dollar is refunded. If you keep them, you pay monthly for 15 months \$2 for cloth binding, \$3 for half Morocco, \$4 for rich three-quarter leather, or \$6 for sumptuous full leather, such as delights the connoisseur. We recommend one of the leather bindings as being more appropriate for so large a volume, and more durable.

Specimen pages and full information free. The Book Store, Ninth street.

BROADWAY & 11th ST.
FANCY GOODS.

LEATHER GOODS.

Real Seal, Monkey Skin, Alligator and Morocco Combination Pocketbooks—some mounted with Silver or Gold Corners, some plain, 95 cents each.

Real Seal Combination Pocketbooks, (two change compartments) 50 cents.

FANS, FRAMES, COMBS.

White Gauze Fans, painted and spangled, carved sticks, \$2.10; Former price \$2.50 to \$3.50.

Gilt Photo Frames, Oval and Square, Imperial and Card Size, \$1.00; Former price \$1.25 to \$1.75.

Real Shell Side Combs, 2 to 3 1/2 inches, 25 cents pair; Former price 35 to 50 cents.

JAMES MCCREERY & CO., Broadway and 11th St.

West 14th St.
COWPERTHWAIT'S
"RELIABLE" CARPETS
HOLIDAY BARGAINS.

ALL WOOL INGRAIN ART SQUARES
6 x 9 ft. . . \$3.60
7 x 9 ft. . . 4.50
9 x 9 ft. . . 5.50
9 x 10 ft. . . 6.50

Larger sizes also reduced; a choice of 25 patterns in each size.
Loom-cunning never evolved a more artistic mingling of pure wool and beautiful colors.

Christmas furniture: lamps, clocks, pictures, bronzes, etc., at bargain prices, and "Long Credit" can make them Christmas gifts.

CASH OR CREDIT
COWPERTHWAIT & CO.
104, 106 and 108 West 14th St.
NEAR 6TH AV.
Brooklyn Stores: Flatbush Av. near Fulton St.

Money Saved at Our Old Corner,
Sixth Ave. and 23d St.
Several hundred pairs still of those Ladies' buttoned and laced at . . . \$1.45

Also of Men's at \$2 and \$3
ALEXANDER.

Colleges and Schools.
Musical.

PIANO INSTRUCTION.
Careful, competent teacher; special attention to beginners; terms reasonable. Address: LENA URBAN, 210 East 124th St.

Dancing Academies.
MISS MCCABE'S
Dancing School, 21 East 17th St., near B'way.
Private and class lessons daily; beginners any time.

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The VELASCO SCHOOL.
283 Schermerhorn St., near B'way, Brooklyn.
Schools of Physical Culture.

WOODS' GYMNASIUM.
G. E. 34th St., Entrance, 6th monthly, dues, \$2.

Excursions.
GO HOME
VIA PICTURESQUE
LEHIGH VALLEY R. R.

INSTRUCTORS AND STUDENTS GOING HOME for the holidays can secure round-trip tickets on the Lehigh Valley R. R. at reduced rates of single fare and a third for the round trip. Tickets good Jan. 15 to 14 and returning on or before Feb. 1. For full particulars apply to General Eastern Passenger Agent, 365 Broadway, N. Y. City.

COFFISHING—Steamer DELPHIN (formerly Al. Foster), Sunday, Tuesday, Wednesday and Thursday, from E. 2nd St., 7:45; Battery, 8:20; sharp fare \$1, with out.

COFFISHING—Thursday on steamer ANGLER passengers caught all the codfish and black hake they could catch. A. F. ROSE.

COFFISHING—Steamer ANGLER daily, except Mondays; fare 50c. 21st St., N. Y. City; Battery, 8:20; sharp fare \$1, with out.

Fine Embroidered and Lace Handkerchiefs

At 50c., 75c., \$1.00, \$1.25, \$1.50, \$2.00, and up to \$35.00 each, are here in all the freshness, beauty, and variety which have become proverbial of

"Linen Store" handkerchiefs. As to value, the eye of the linen lover, and her delicate fingers, will read more in a glance and a touch than we could convey in paragraphs. But of one thing be sure, first, foremost and always, that all our handkerchiefs are absolutely pure linen, and this in itself makes our stock a desirable one from which to select Holiday Gifts.

James McCutcheon & Co.,
14 West 23d St., N. Y.

FLINT'S FINE FURNITURE
HOLIDAY SUGGESTIONS.
TEA TABLES.

The sociable afternoon tea must never have a stationary table. Our dainty handled designs are charming, as the tables may be shifted from place to place without removing the tea service. Pretty mahogany finish ones, without handles, at \$3.00.

TEA TRAYS
Made in the same woods, some with glass tops to protect them from the heat. These may be carried in with the service all arranged, and placed on any convenient table or tabouret. From \$11.00.

MUFFIN STANDS
To complete the afternoon tea, have two or three shelves, one for muffins, one for crumpets, scones, buttered toast, or whatever you please. Exquisite in finish, at \$12.50.

The most artistic Christmas novelties at factory prices, when you "BUY OF THE MAKER"

GEO. C. FLINT CO.
43, 45 and 47 WEST 23rd ST.
NEAR BROADWAY.
FACTORY, WEST 10TH STREET.

Pianofortes, Organs, &c.
WHEELLOCK PIANOS.
High-Class Instruments
At Moderate Prices.
\$185.00,

either in cash or easy monthly payments, will buy a Styvesant Upright Piano, 7 1/2 octaves, fully warranted, durable, reliable, and extending over a long life.

This instrument may be exchanged at any time for a new one, or removed on Feb. 1, we offer our entire stock of new and used pianos at very liberal reductions from the usual prices.

For those who are in search of exceptional bargains in pianos it would be well to call at once, as nothing will be offered in this sale at such low prices.

F. C. SMITH, MFR., 95 FIFTH AVE., 17TH ST.

STECK PIANOS.
Warehouses 11 EAST 14TH ST. Full assortment of these reliable instruments. Also a number of second-hand pianos, open grand, upright, and square, of various makes and at all prices, for sale on any terms if required. Some slightly used pianos at great bargains. F. C. SMITH, MFR., 95 FIFTH AVE., 17TH ST.

EXTRAORDINARY SALE OF BRADY PIANOS
A Large Assortment of the Celebrated IVERS & POND PIANOS
Also a number of others, second-hand, including PINE, CHICKERING, UPRIGHT, HIGH-GRADE PIANOS TO BE HAD AT SPECIALTY. LOUIS J. JOSELYN, 10 EAST 10TH ST.

AT THE "PIANO EXCHANGE," 105, 107 West 4th St., B'way and 4th av. junction, 10 to 12 and 12 1/2 p.m., 12 to 12 1/2 p.m., open every day.

ARTISTIC STECK PIANOS, rented, exchanged and sold on installment. Open evenings 8 PM. BRUSH, 142 Lincoln av., near 134th St.

BAHAGAINS—In second-hand pianos, from \$100 up.—Instruments of every make and of every grade, medium prices, easy terms, renting, exchanging. 4 East 42nd St.

POPULAR PEASE PIANOS.
100 WEST 42ND ST., 3RD FLOOR, 6TH AV. Direct from manufacturer at competition prices; easy terms; bargains in used pianos; \$75 up; call or write for catalogue, open evenings.

Military and Dress-making.

FURS—An unusual opportunity to secure Seal and Sable below wholesale prices. Furs repaired, dyed, exchanged. J. H. B. FUR COMPANY, 59 West 42nd St.

REAL estates and Cape altered into fashionable garments at lowest prices. BAKER'S, 131 West 30th St.

HEARN

West Fourteenth Street
FRIDAY, AS USUAL, BARGAIN DAY, with Really Useful Offerings At Prices that will make to-day MEMORABLE even in these Busy times.

Handkerchiefs for Friday
Men's Initial Hemstitched . . . 10
Men's All Linen . . . 12 1/2
Men's All Linen—fine quality . . . 17
Men's Hemstitched—fancy col'd borders or pure white . . . 5
Men's Silk Initial H'd'd's . . . 25
Others—Initial—full size . . . 30
Still finer . . . 40
Men's Plain Worsted Mufflers . . . 30 and 40
Silk Bandanna Handk's . . . 70
Ladies' Emb'd Handk's . . . 12 1/2
Black—Emb'd in White . . . 12 1/2
Ladies' All Linen—1 1/4 inch hem . . . 12 1/2
Ladies' Hemstitched Initial . . . 12 1/2
Ladies' Fancy Silk Emb'd . . . 12 1/2
Thin Silk Emb'd—full size . . . 25
Ladies' Unadorned Initial . . . 5

Handkerchiefs in Fancy Boxes for children
With Fancy Colored borders . . . 14
All Linen Initial . . . 25

PIPES AND CIGARS
Genuine Briar Pipes—2 1/2 to 3 inch
Real Amber mouthpiece . . . 40
Briar Pipes—new designs—silver trim'g . . . 34
Cigars—Clear Havana Filler—box of 50 . . . 1.00

CHRISTMAS CARDS & CALENDARS
Cards—Thousands . . . 1 cent to 25
Calendars—All the new designs 5 cents to 2.00
Handpainted Novelties . . . 25 to 2.50

MUSIC
By the Royal Hungarian Gypsy Band FROM TWO TILL TEN Not loud, but Good.

IN FINE JEWELRY
Ladies' Solid Gold Rings—Jewelled . . . 4.98
Misses' Solid Gold Rings—Fey setting . . . 1.98
Boys' Solid Gold Rings—cameo setting . . . 1.98
Solid Gold Rings—Diamond mount'g's . . . 7.98
Solid Gold Cluster Screw Earrings . . . 1.98
Sterling Gold Cluster Screw Earrings . . . 2.98
Sterling Gold Hair Brushes . . . 1.98
Sterling Gold Whisk Brooms . . . 1.98
Sterling Gold Cloth Brushes . . . 2.98
Sterling Gold Scissors—4 1/4 inch . . . 1.25
Sterling Gold Manicure Scissors98
Sterling Gold Button Hooks and Files98
Sterling Gold Glove Stretchers98
Sterling Gold Nail Polishers98
Sterling Match Boxes98

CUTLERY DEPARTMENT
40 cent Stag Handle—four blades
Penknives—to close out . . . 24
Fancy Pearl Handle Knives—suitable for children's use—Special value . . . 15
Two Blade Stag, Pearl and Bone Handle Penknives . . . 24
Large 4 Blade Pearl H'dle Penknife . . . 50
Stag Carver and Fork—ex. quality98

IN SILVER TABLEWARE
Rogers Triple Teaspoons—4 doz. . . .98
Triple Tablespoons and Forks—4 doz. . . 1.98
Rogers Triple Knives—4 doz. . . .98
Quadruple Tea Sets—hand burnished . . . 5.98
Rogers 4 pc. Tea Sets—hand burnished . . . 8.98
Quadruple Plated Fruit Dishes . . . 5.98
Quadruple Cake Baskets—engraved . . . 2.98
Rogers Quadruple Cake Baskets—hand burnished . . . 2.40

Special Lot of Silver Plated Tableware will be found on second floor, comprising Sugar Bowls, Butter, Berry and Fruit Dishes, Bread Trays, Lemonade Pitchers and Brandy Bottles—worth fully \$1.50—choice of any for98

DECORATIVE ART GOODS
Hand-painted Satin and Silk Pin Cushions—lace and ribbon trim'g98
Fancy figured Silk and Satin Head-Rests—tassel trim'g or silk ruffles . . . 30
Handsome Japanese Silk and Mole Sofa Pillows—gilt or silk emb'd—also Satin in beautiful floral designs with double silk ruffle or cord edge . . . 3.98
Opal Toilet Bottles—hand-painted—pr. . . 78
Hand-painted Silk Scarfs—tassel trim'd . . 1.70

Men's Furnishing
Heavy lined Kid and Mocha Gloves—plain or fur top—all sizes98
Linen Web Suspenders—silk and leather ends40
Silk Scarfs—new styles in Puffs, Tecks and Four-in-hands . . . 44
Dress Shirts of Utica Muslin—best linen bosoms—best make60
Night Shirts of Utica Muslin—also fine Donut Flannel—all sizes . . . 40
Jersey House Coats of all wool—double breasted . . . 2.00
Natural Wool and Scarlet Medicated Shirts and Drawers—also all wool98
Natural Wool and Camel's Hair Half Hose—all sizes—special24
Boys' Heavy lined Kid Gloves and Mittens—fur top—all sizes . . . 70

NECKWEAR AND RIBBONS
Ribbons—trim'd Chiffon Bows—all colors98
Chiffon Jabots with lace and Liberty Silk Edgings85
Taffeta or Liberty Silk Stock Collars with fancy bows40
Twice-around Liberty Silk Scarfs with deep ruffle—all colors98
Extra Full Liberty Silk Neck Ruffs—pleated ends—real value 1.3098
1-inch Satin Ribbons—all colors for decorating or fancy work19
3-inch Satin, Mole and Plain Taffeta Ribbons—all colors—special . . . 12 1/2
2 to 2 1/2 inch Satin, Mole and Plain Taffeta Ribbons9

OPTICAL DEPARTMENT
Finest Reading Glasses—3 1/4 inch . . . 1.10
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Eastman's No. 2 Eureka Camera—3 1/2 x 3 1/2 picture . . . 2.98
Solid Gold Eyeglasses and Spectacles—finest quality lens—upward from . . . 1.98

All as advertised. Ushers will give every desired information.
OPEN EVENINGS UNTIL CHRISTMAS.

JOHN WANAMAKER
Formerly A. T. Stewart & Co., Broadway, Fourth Avenue, Ninth and Tenth Streets.